

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

Claims 1 - 34 (Canceled)

35. (Currently amended) A method for identifying and categorizing customer goals for contacting a service center comprising:

receiving a customer request;

performing a verbal style analysis on the customer's request to identify a customer behavior for the customer, said verbal style analysis including performing an analysis with respect to at least one of a number of words used, ~~the types of words used, a duration of a comment,~~ and a method of contact;

categorizing the customer behavior into one of a plurality of behavioral groups; and

assigning the customer request to a service center associated with the identified customer behavior.

36. (Previously presented) The method according to claim 35, the method further comprising:

receiving the customer request via an interactive voice response system.

37. (Currently amended) The method according claim 35, the method further comprising:

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~~received~~ receiving the customer request via an Internet connection.

38. (Previously presented) The method according claim 35, the method further comprising:

receiving the customer request via telephone.

39. (New) A method for identifying and categorizing customer goals for contacting a service center comprising:

receiving a customer request;

performing a verbal style analysis on the customer's request to identify a customer behavior for the customer, the verbal style analysis including performing an analysis of a number of words used;

categorizing the customer behavior into one of a plurality of behavioral groups; and

assigning the customer request to a service center associated with the identified customer behavior.

40. (New) The method according to claim 39, the method further comprising:

receiving the customer request via an interactive voice response system.

41. (New) The method according claim 39, the method further comprising:

received the customer request via an Internet connection.

42. (New) The method according claim 39, the method further comprising:

receiving the customer request via telephone.

43. (New) The method according to claim 35, further comprising matching a result

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of the verbal style analysis to an appropriate model with the categorized group.

44. (New) The method according to claim 39, further comprising matching a result of the verbal style analysis to an appropriate model with the categorized group.

45. (New) A computer readable medium storing a program for identifying and categorizing customer goals for contacting a service center, comprising:

a receiving code segment that receives a customer request;

an analysis code segment that performs a verbal style analysis on the customer's request to identify a customer behavior for the customer, the verbal style analysis including performing an analysis of a number of words used;

a categorizing code segment that categorizes the customer behavior into one of a plurality of behavioral groups; and

an assignment code segment that assigns the customer request to a service center associated with the identified customer behavior.

46. (New) The medium according to claim 45, in which the receiving code segment receives the customer request via an interactive voice response system.

47. (New) The medium according to claim 45, in which the receiving code segment receives the customer request via an Internet connection.

48. (New) The medium according to claim 45, in which the receiving code segment receives the customer request via telephone.

49. (New) The medium according to claim 45, further comprising a matching code

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segment that matches a result of the verbal style analysis to an appropriate model with the categorized group.